## ORDER

Order / Rev: 37438 08875298 Alt Order #: Product Desc: OBAMA/P/D

Estimate: 1904

10/02/12 - 10/08/12 Flight Dates:

Original Date / Rev: 09/28/12 / 10/05/12

Order Type: **GENERAL**  KLAS

Primary AE: Mike Jones

Sales Office: K-WAS

Sales Region: National

**GMMB** Name: Agency

**Buying Contact:** 

Billing Contact:

1010 Wisconsin Ave NW

Washington, DC 20007

Agency Commission:

Billing Type:

Billing Cycle:

Billing Calendar:

Cash

Broadcast EOM/EOC

15%

00:15:00

Obama, Barack D-President Advertiser Name:

> A35+ Demographic: Product Codes: PO1

Priority: LV1 AGY, POL, CAND Revenue Codes:

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

**Orders** 

Start Date	End Date	# Spots	Gross Amount	Net Amount		
10/01/12	10/08/12	33	\$15,605.00	\$13,264.25		

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Month	# Spots	Gross Amount	Net Amount	Rating		
October 2012	33	\$15,605.00	\$13,264.25	0.00		
Totals	33	\$15,605.00	\$13,264.25	0.00		

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total		
KLAS	30%	\$15,605.00		
Market	100%	\$52,016.67		

Competitive Share	Share	Total		
CABLE	0%	\$0.00		
KBLR	0%	\$0.00		
KFBT	0%	\$0.00		
KINC	0%	\$0.00		
KTNV	25%	\$13,004.17		
KTUD	0%	\$0.00		
KVBC	0%	\$0.00		
KVVU	5%	\$2,600.83		
KVWB	0%	\$0.00		
LV1	0%	\$0.00		
UNKWN	0%	\$0.00		

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len	Spots	Rate Pri	Rtg Type	Spots	Amount
E 2	8	10/06/12	10/06/12	CBS Early Show -	Sat. CM	5-7a	S-	:30	) 1	\$95.00LV2	0.00 NM	1	\$95.00
				CBS Early Show -	Sat.								
	CBS TH	IIS MORN	ING SATU	RDAY									
	Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
V	leek: 10/	01/12	10/07/12	S-	1	\$95.00	0.00		×				
E 3	8	10/02/12	10/08/12	Live w/Kelly	CM	9-10a	MTWTF	:30	) 2	\$300.00LV2	0.00 NM	2	\$600.00
				Live w/Kelly									

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**KLAS** 

37438 Order / Rev: 08875298

Weekdays

Spots/Week

Advertiser:

Obama, Barack D-President

Alt Order #:

Product Desc:

OBAMA/P/D

10/02/12 - 10/08/12

1904

Estimate: Flight Dates: **Inventory Code** Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount Ln Ch Start End LIVE! WITH KELLY **Start Date End Date** Weekdays Spots/Week Rate Rating 10/08/12 MTWTF--\$300.00 0.00 Week: 10/02/12 12-1230p MTWTF--:30 \$325.00LV2 0.00 NM \$975.00 10/02/12 10/08/12 8 News Now Noon M-F CM 8 News Now Noon M-F **8 NEWS NOW AT NOON** Spots/Week **Weekdays** Rate Rating Start Date End Date MTWTF--0.00 10/08/12 \$325,00 Week: 10/02/12 3 \$375.00LV3 0.00 NM \$1,875.00 E 8 8 10/02/12 10/08/12 Ellen CM 3-4p MTWTF--:30 5 Filen **ELLEN End Date** Weekdays Spots/Week Rate Rating Start Date MTWTF--0.00 Week: 10/02/12 10/08/12 5 \$375.00 \$275.00LV2 0.00 NM \$275.00 10/06/12 10/06/12 Politics Now S Sebelius CM Various ----S-:30 E 9 Politics Now S Sebelius (5:30 PM-6:00 PM) THE INSIDER WEEKEND Rating Start Date End Date Weekdays Spots/Week Rate ----5-\$275.00 0.00 Week: 10/01/12 10/07/12 :30 \$350.00LV3 0.00 NM \$1,400.00 E 11 10/02/12 10/08/12 8 News Now 4p M-F CM 4-5p MTWTF--8 News Now 4p M-F (4:30 PM-5:00 PM) 8 NEWS NOW AT 4PM & 430PM Start Date **End Date** Weekdays Spots/Week Rate Rating MTWTF--10/08/12 \$350.00 0.00 Week: 10/02/12 2 \$650.00 E 12 10/03/12 10/03/12 Wed 10-11p CM 10-11p --W----:30 \$325.00LV2 0.00 NM Inside Edition (10:30 PM-11:00 PM) **INSIDE EDITION End Date** Spots/Week Rating Start Date **Weekdays** Rate Week: 10/02/12 10/08/12 --W---\$325.00 0.00 CM :30 \$350.00LV2 0.00 NM 2 \$700.00 E 13 8 10/02/12 10/08/12 Wed 10-11p 10-11p (10:00 PM-10:30 PM) **ET/INSIDER** Start Date **End Date** Weekdays Spots/Week Rate Rating 10/08/12 \$350.00 0.00 Week: 10/02/12 E 16 8 10/05/12 10/05/12 Fri 10-11p CM 10-11p ----F--:30 \$1,600.00LV2 0.00 NM 0 \$0.00 **Blue Bloods BLUE BLOODS** Spots/Week Start Date End Date **Weekdays** Rate Rating 10/07/12 ---F--1 \$1,600.00 0.00 Week: 10/01/12 **Description** Start/End Time <u>Weekdays</u> Length Rate Rtg Type Spot Ch Date Range :30<del>(\$1,600.00)</del> 0.00 NM 1 8 10/01/12-10/07/12 Fri 10-11p 10-11p Credited POL LV1 rates MTWTF--2 E 17 10/02/12 10/08/12 137-237a M-F Elec Plyg@M 137-207a :30 \$20.00LV2 0.00 NM 2 \$40.00 Electric Playground (1:37 XM-2:37 XM) NATE BERKUS Start Date **End Date Weekdays** Spots/Week Rate Rating MTWTF--Week: 10/02/12 10/08/12 2 \$20.00 0.00 <u>Spot</u> Ch Date Range **Description** Start/End Time <u>Weekdays</u> Length Rate Rtg Type 8 10/02/12-10/08/12 137-237a M-F Elec Plygrnd 137-207a (1:37 XM-2:37 XMTWThF----:30 (\$20.00) 0.00 NM 1 See MG 17.3 8 10/05/12-10/05/12 137-237a M-F Elec Plygrnd 137-207a (1:37 XM-2:37 X----F----:30 \$20.00 0.00 NM MG for 17.1 10/05 10/06/12 10/06/12 Sat 1235-135a DaVinci I6M E 18 12.35a-1.35a ----S-:30 \$40.00LV3 0.00 NM 1 \$40.00 Da Vinci Inquest (12:35 XM-1:35 XM) **BROTHERS & SISTERS** Start Date End Date Weekdays Spots/Week Rate Rating 10/07/12 ----S-Week: 10/01/12 \$40.00 0.00 \$30.00LV3 0.00 NM E 19 8 10/07/12 10/07/12 Sun 105-205a Bros/Sist@M 105-205a ----S :30 1 \$30.00 Crimetime Saturday (1:05 XM-2:05 XM) **BROTHERS & SISTERS** 

Rating

Rate

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**KLAS** 

Order / Rev: 37438

Alt Order #: 08875298

Advertiser: C

Obama, Barack D-President

Flight Dates: 10/02/12 - 10/08/12

Product Desc: OBAMA

OBAMA/P/D

Estimate:

1904

Start/End Time Days Rate Pri Rtg Type Spots Amount Break Len Spots Ln Ch Start End Inventory Code \$30.00 10/07/12 10/07/12 Sun 105-205a Bros/Sist@M 105-205a :30 \$30.00LV3 0.00 NM E 19 Crimetime Saturday (1:05 XM-2:05 XM) **BROTHERS & SISTERS** Spots/Week Start Date End Date Rating **Weekdays** Rate \$30.00 0.00 Week: 10/01/12 10/07/12 \$2,300.00 1 \$2,300,00LV2 0.00 NM 10/02/12 10/07/12 Wed 9-10p CM 9-10p --W----:30 N 20 Rating Start Date End Date Weekdays Spots/Week Rate --W----1 \$2,300.00 0.00 10/07/12 Week: 10/01/12 10/02/12 10/07/12 8 News Now 5-630p M-FCM 5-630p -TWTF--:30 2 \$1,750.00LV1 0.00 NM 2 \$3,500.00 N 21 8 News Now 5-630p M-F Start Date **End Date** Weekdays Spots/Week Rate Rating -TWTF--2 \$1,750.00 Week: 10/01/12 10/07/12 0.00 10/02/12 10/07/12 Sat Prime Special CM 8-10p ----S-:30 \$500.00LV2 0.00 NM 1 \$500.00 N 22 8 KLAS Movie: The Principle Start Date **End Date** Weekdays Spots/Week Rate Rating ----S-Week: 10/01/12 10/07/12 \$500.00 0.00 :30 \$50.00LV2 0.00 NM 2 \$100.00 N 23 8 10/02/12 10/07/12 8 News Now 4-5a CM 4-5a -TWTF--8 News Now 4-5a **Start Date End Date** Weekdays Rating Spots/Week Rate -TWTF--Week: 10/01/12 10/07/12 \$50.00 0.00 4-5a N 24 8 10/03/12 10/03/12 8 News Now 4-5a CM --W----:30 \$25.00LV3 0.00 NM 1 \$25.00 8 News Now 4-5a Weekdays Rating Start Date **End Date** Spots/Week Rate Week: 10/01/12 10/07/12 --W----\$25.00 0.00 N 26 10/06/12 10/06/12 Sat Prime Special CM ----S-:30 1 \$2,000.00LV1 0.00 NM \$2,000.00 8-10p 1 KLAS Movie: Madison **Start Date End Date** Weekdays Spots/Week Rate Rating Week: 10/01/12 10/07/12 ----S-\$2,000.00 0.00 ----s-10/06/12 10/06/12 Sat Prime Special СМ :30 \$500.00LV2 0.00 NM 1 \$500.00 N 27 8-10p KLAS Movie: Madison **End Date** Weekdays Spots/Week **Start Date** Rating <u>Rate</u> Week: 10/01/12 10/07/12 ----S-\$500.00 0.00 Totals 33 \$15,605.00